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Message Text

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PAGE 01 BOMBAY 00467 241159Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 USIA-15 /034 W
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R 240832Z FEB 78
FM AMCONSUL BOMBAY
TO USDOC WASHDC
INFO SECSTATE WASHDC 8041
AMEMBASSY NEW DELHI
AMCONSUL CALCUTTA
AMCONSUL MADRAS

UNCLAS BOMBAY 0467

E. O. 11652: N/A
TAGS: BEXP, IN
SUBJ: CATALOG EXHIBIT ON US PRINTING AND GRAPHIC ART
EQUIPMENT, BOMBAY, APRIL 6 AND 7, 1978

1. THIS MESSAGE RELATES TO THE ARRANGEMENTS MADE FOR THE US PRINTING AND GRAPHIC ARTS CATALOG SHOW AT BOMBAY APRIL 6 AND 7.

2. THE SHOW WILL BE HELD AT THE DOWNTOWN USIS GALLERY BETWEEN 9:30 AND 17:30 HOURS ON BOTH THE DAYS. INDUSTRY FILMS AND VTRS WILL BE SHOWN ON APRIL 6 AT USIS AUDITORIUM. A FOUR-HOUR SEMINAR IN COLLABORATION WITH THE BOMBAY MASTER PRINTERS' ASSOCIATION (BMPA), BOMBAY, HAS BEEN PLANNED ON APRIL 7 AT THE USIS AUDITORIUM. A RECEPTION WILL BE HELD THE SAME EVENING IN AN AREA ADJACENT TO THE EXHIBIT. WE ARE ALSO SCHEDULING BUSINESS APPOINTMENTS FOR ITR JOHN A. BURGESS WHO, INCIDENTALLY, IS KNOWN TO SEVERAL PERSONS IN THE LOCAL PRINTING INDUSTRY AS MARKETING DIRECTOR OF GRAPHIC ARTS TECHNICAL FOUNDATION (GATF). UNLESS ADVISED TO THE CONTRARY, WE ARE NOT REPEAT NOT ARRANGING ANY PLANT VISIT FOR THE ITR.

3. THEME OF THE SEMINAR WILL BE "PRINTING AND GRAPHIC ART DEVELOPMENTS IN US AND INDIA". THREE LOCAL INDUSTRY REPRE-
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PAGE 02 BOMBAY 00467 241159Z

SENTATIVES ARE EXPECTED TO MAKE 15-MINUTE PRESENTATIONS EACH, FOLLOWED BY 30-45 MINUTE PRESENTATION ON US SITUATION BY THE ITR. FOLLOWING THESE PRESENTATIONS, THE SEMINAR WILL BE OPEN FOR OTHER PARTICIPANTS. BMPA EXPECTS SEMINAR ATTENDANCE TO BE 100 PLUS.

4. BMPA EXECUTIVES INFORMED US THAT GATF HAS OVER TEN

Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

MEMBERS IN BOMBAY. SEVERAL OTHER PRINTING FIRMS MAY BE INTERESTED IN THE ACTIVITIES OF GATF. BMPA THEREFORE SUGGESTED THAT BURGESS BRING WITH HIM AVAILABLE AUDIO VISUALS ON GATF'S ACTIVITIES AND A SET OF ITS PUBLICATIONS FOR DISPLAY AT THE EXHIBIT.

5. WE ARE CONCERNED AT THE RATE OF INFLOW OF CATALOGS. ONLY TWENTY-THREE HAVE BEEN RECEIVED AS OF FEBRUARY 17. HOW MANY CATALOGS CAN WE EXPECT?
COURTNEY

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